

Programme Specification

Curriculum Map for MA

International Tourism and Hospitality Management



Middlesex
University
London

1. Programme title	MA International Tourism and Hospitality Management
2. Awarding institution	Middlesex University
3. Teaching institution	Middlesex University
4. Programme accredited by	N/A
5. Final qualification	Master of Arts
6. Academic year	2015/16
7. Language of study	English
8. Mode of study	Full Time (over 12 months)

9. Criteria for admission to the programme

- 2nd class or above honours degree in a relevant discipline; or
- 2nd class or above honours degree in any discipline plus relevant work experience or proven relevant personal experience and motivation; or
- For the 15 month programme, 3rd class or above degree in any discipline plus relevant work experience or proven relevant personal experience;
- For the 15 month programme, a minimum of three years relevant managerial experience and previous learning at HND or equivalent level.

For international applicants whose first language is not English the requirement is that they have IELTS 6.5 (with minimum 6.0 in all four components) or TOEFL internet based 87 (with at least 21 in listening & writing, 22 in speaking and 23 in reading).

10. Aims of the programme

The programme aims to:

- Develop a systematic critical awareness of current issues in the tourism and hospitality industries from economic, marketing, organisational, political and socio-cultural perspectives;
- Extend knowledge, competencies and lifelong learning skills of existing and potential managers in commercial tourism and hospitality and public and third sector organisations to a level where the student can make a professional and strategic contribution to organisations;
- Examine the critical interface between policy-makers and managers, and the implications on ethics and sustainability in tourism;
- Analytically apply relevant knowledge to a range of complex situations taking account of their relationship and interaction with areas of business and industry;
- Advance a critical appreciation of the complex multifaceted and interdisciplinary nature of the subject domain and enhance the ability to apply understanding of theories to complex issues systematically;
- Develop a critical and comprehensive appreciation of the knowledge and research skills acquired to design and conduct an independent research project that provides

logical and coherent arguments to support research findings and conclusions and offer originality in the application of knowledge;

- For the students undertaking the 15 months MA programme, in addition the aim will be to ensure attainment of graduate level of competencies and skills in Management.

In the case of the Masters awards these aims will be realised in full. For earlier exit awards, achievement of aims will be as follows:

- For the Diploma, all aims stated above will be achieved in full, with the exception of completion of dissertation outcomes;
- For the Certificate exit award, aims will be achieved at an initial core, but not specialist level.

11. Programme outcomes

A. Knowledge and understanding

On completion of this programme the successful student will have complex knowledge and comprehensive understanding of:

1. Main theories and concepts of Tourism and Hospitality, a critical awareness of current problems and/or new insights that are related to contemporary issues in Tourism and Hospitality Management from economic, industrial, political and socio-cultural perspectives.
2. Strategic approaches to the management of Hospitality and Tourism businesses and the complexity of factors influencing their effectiveness.
3. A wide range of management and policy issues from the local to the global scale relating to ethics and sustainability in Tourism that also inevitably affect the hospitality industry.
4. A range of concepts and practices that have been commonly adopted by different sectors within the industry.
5. A wide range of research methodologies suitable for contextual application at the postgraduate level

Students exiting with the PG Cert will meet Programme learning outcomes 1 and 2.

Students exiting with the PG Dip will meet Programme learning outcomes 1 -4.

Teaching/learning methods

Students develop knowledge and understanding towards the specified outcomes through a combination of lectures, directed reading, independent study, case studies, group work, coursework, electronic and online learning methods, facilitated discussion and individual and group research.

In addition, students will also gain knowledge and understanding from guest speakers that are invited from the industry and specialist subject areas as well as visiting industry events such as 'World Travel Market'.

Assessment methods

Students' knowledge and understanding is assessed by a combination of individual and group coursework, presentations, examination and dissertation, which assesses the student's grasp of research methodology and of a narrow field of inquiry in the context of hospitality and tourism industry.

B. Cognitive (thinking) skills

On completion of this programme the successful student will be able to:

1. Critically analyse current issues and debates in Hospitality and Tourism.

2. Evaluate the importance of management strategies adopted by Hospitality and Tourism organisations and their long-term implications.
3. Critically evaluate and compare sustainability outcomes in a number of contrasting destinations.
4. Synthesise understanding of sociological concepts and managerial practices from a diverse range of sources.
5. Construct and develop a sustained and reasoned argument, justifying conclusions reached.

Teaching/learning methods

Students develop their cognitive skills at the appropriate level through methods outlined in Section A above, while analysis, synthesis and critical thinking are strengthened through seminar participation and independent study. Formative and post-assessment feedback is provided on all assessed coursework.

Assessment methods

Students' cognitive skills are assessed by individual and group coursework, presentations, examination and dissertation.

C. Practical skills

On completion of the programme the successful student will be able to:

1. Research and assess theories, principles, concepts and factual information, and apply such skills in explaining and solving problems.
2. Plan, design and execute an independent piece of research with particular reference to the management of time and other resources.
3. Select and apply appropriate qualitative and quantitative research skills in collecting and analysing primary data.
4. Make an effective individual presentation and contribute to a group presentation using appropriate supporting visual and oral presentation skills.
5. Synthesise the above skills in the successful implementation and writing up of the dissertation.

Students exiting with the PG Cert or the PG Dip will achieve learning outcomes 1, 3 and

4. Students on the Masters programmes will achieve all 5 learning outcomes.

Teaching/learning methods

Students learn practical skills through participation in workshops, seminars and guided discussions. Additionally, practical skills are learnt through purposefully designed exercises and activities, individual and group coursework, independent study and research methods training.

Assessment methods

Students' practical skills are assessed by individual and group coursework, presentations, examination and dissertation.

12. Programme structure (levels, modules, credits and progression requirements)

12.1 Overall structure of the programme

Please also refer to the programme structure diagram on pages 11-12.

The MA programme can be studied in one year full-time or two years part-time. Full-time students will take two 30 credits and four 15 credits modules. In addition students will complete a 60 credit contextual research methods and dissertation module that leads to the submission of a research report on an approved topic. Part-time students will study four modules in their first year and undertake the two remaining 15 credits modules and the research dissertation in their second year of study.

The two year-long modules will focus on developing the students' critical knowledge and understanding of the relevant theories, principles and applications, policy issues and institutions. It is expected that the students will draw on this body of knowledge in developing and executing their dissertation research. The research and dissertation module will provide research training that includes many of the practical research skills needed to complete the dissertation work. It will also provide guidance on topic development and the research design process. The focus for the term-long modules will be on providing opportunities for students to acquire specialist knowledge and their applications in narrow fields such as festivals and event management and achieving sustainable tourism to relate this specialist field to the wider framework provided in other modules. Each of the specialist modules will facilitate students to link their in-depth study to their career plan.

In addition to class room contact, special sessions, that are participated by invited guest speakers (industry practitioners, subject experts, government and professional body representatives and alumni members), offer students with insightful information about the industry as well support students with their personal development plan. Industry networking opportunities are also provided by visiting national or international events organised by the hospitality and tourism industry such as 'World Travel Market' as well as fieldtrips.

Students opting for the PGDip award will need to complete the same MA programme except 'Hospitality and Tourism Research and Dissertation' module (TOU4007). Students taking the PGCert course will need to complete two core modules 'Contemporary Issues in Hospitality and Tourism' (TOU4220) and 'Management strategies in Hospitality and Tourism' (TOU4221).

12.2 Levels and modules		
Level 6 - Students on the 15 month course ONLY, must take the following two modules before progression onto the master's degree		
COMPULSORY	OPTIONAL	PROGRESSION REQUIREMENTS
Students must take all of the following: MGT3402 Academic Practice in	None	Students on the 15 month programme must pass these two compulsory

Business (30) MGT3403 Key Concepts in Management (30)		modules before progression onto the master's degree
Level 7		
YEAR-LONG MA	TERM-LONG	PROGRESSION REQUIREMENTS
Students must take all of the following: TOU4220 Contemporary Issues in Hospitality and Tourism TOU4221 Management Strategies in Hospitality and Tourism TOU4007 Hospitality and Tourism Research and Dissertation	Students must also study two 15 credit modules per term: TOU4225 (term 1) Festivals and Events Management TOU4228 (term 1) Achieving Sustainable Tourism TOU4223 (term 2) Revenue Management TOU4224 (term 2) Destinations Management	<i>PGCert</i> Students must pass TOU4220 and TOU4221 <i>PGDip</i> Students must pass TOU4220, TOU4221, and four 15 credit option modules <i>MA</i> Students must pass all compulsory modules and dissertation

12.3 Non-compensatable modules	
Module level	Module code

13. Curriculum map
See Curriculum Map attached

14. Information about assessment regulations

Middlesex University and Business School Assessment Regulations apply to this programme without exception.

15. Placement opportunities, requirements and support (if applicable)

Not applicable for this programme.

16. Future careers (if applicable)

Students on this programme often intend to seek work and further their career in hospitality and tourism sectors in the UK or overseas. The programme prepares students for a wide range of supervisory, managerial and entrepreneurial roles in the fields of hospitality, leisure, events and tourism organisations. The programme provides a solid grounding in the relevant academic fields plus a range of practical /research/management skills that are known to be applicable in development interventions.

For those who have taken a career break to study, this programme will enhance opportunities for career progression.

The Hendon Campus Careers and Employability Service offer postgraduate students support in planning their career.

17. Particular support for learning (if applicable)

- Induction and orientation programme
- Programme and Module Handbooks
- Module information and learning/support material on MyUniHub
- Guest lectures
- English Language and Learning Support (Learner Development Unit)
- Designated 'office hours' and one-to-one meetings with teaching staff
- Learner Development Unit - including both numeracy and literacy support
- Access to student achievement advisors
- Student e-mail and UniHub
- Tutor support through published office hours

Disability support to ensure all students can actively participate in university life. For further information on the type of support available, please contact the Disability Support Service Manager, Bryan Jones at B.Jones@mdx.ac.uk or on +44 (0)20 8411 5367 and/or the Disability Support Officer on +44 (0)20 8411 4945, email: S.Hussain@mdx.ac.uk Further information can be found at: <http://unihub.mdx.ac.uk/support/disability/index.aspx> or at disability@mdx.ac.uk

18. JACS code

N840

19. Relevant QAA subject benchmark group(s)

Hospitality, Leisure, Sport and Tourism.

20. Reference points

- QAA Subject Benchmark for Hospitality, Leisure, Sport and Tourism
- QAA Framework for Higher Education Qualifications (FHEQ)
- QAA and Middlesex Guidelines for Programme Specification
- QAA Codes of Practice
- Middlesex University Learning Framework – Programme Design Guidance, 2012
- Middlesex University Teaching, Learning and Assessment Strategy
- Middlesex University Regulations

21. Other information

Methods for evaluating and improving the quality and standards of learning are:

- External Examiner reports
- Board of Study
- Student focus group
- Module evaluation and report
- Peer teaching observations
- Student evaluation
- Validation and review panels
- Quality Monitoring Reports

Indicators of quality:

- Student achievement
- Buoyant enrolment
- Student feedback evaluation forms
- External examiners reports
- Student employability

See Middlesex University's Learning and Quality Enhancement Handbook for further information.

Please note programme specifications provide a concise summary of the main features of the programme and the learning outcomes that a typical student might reasonably be expected to achieve if s/he takes full advantage of the learning opportunities that are provided. More detailed information about the programme can be found in the programme handbook and the University Regulations.